

# > Deepen Understanding, Improve Performance



# “Broadcast” Insight with PASW Data Collection\*

You have a lot of factual information about your organization. But how much insight do you have into your customers, your employees, and others who play a critical role in your success? And can you incorporate this insight into daily business decisions?

Imagine how much easier it would be to manage your organization based on emerging market trends if you had a system for obtaining continual feedback about people’s real feelings. You could:

- Make customer-centric decisions with far greater confidence
- Satisfy and retain valuable and profitable customers, and attract others like them, more easily and cost effectively
- Identify and proactively manage business risks

All of this would certainly have a major, positive effect on your profitability.

The PASW Data Collection suite of survey research products from SPSS Inc. empowers you to capture customer input across multiple touch-points and broadcast the “voice of the customer” throughout your organization.

You might collect information by asking prospects or customers to participate in online surveys. Or have your customer service or call center staff ask specific questions during routine customer interactions.

\*PASW Data Collection, formerly called Dimensions™ is part of SPSS Inc.’s Predictive Analytics Software portfolio.

Or you could collect customer feedback in person, perhaps while your customer is shopping at your store. Give your customer the choice of method and language without sacrificing speed or ease of use. Regardless of method or language, PASW Data Collection secures all feedback centrally—letting you analyze data and share results in real time.

SPSS Inc. has more than 40 years of experience in survey research, and has developed solutions that enable your company to make this kind of feedback an integral part of your operations. Using PASW Data Collection products, your company can:

- Measure and track customer loyalty to better target retention efforts
- Develop and deliver market-driven products through continual surveys of target customers
- Optimize marketing efforts by testing concepts, imagery, and messages before deployment
- Increase the profitability of customer interactions by improving your ability to up-sell or cross-sell to your customers
- Increase customer satisfaction and lifetime value by continually tracking customer attitudes and responding to emerging problems and opportunities

# PASW Data Collection products

PASW Data Collection is a complete technology platform that supports the entire survey research lifecycle, from survey authoring to data collection to reporting. It enables you to control and enhance every aspect of your research process to improve your productivity and effectiveness.

## Products for survey authoring:

**PASW® Data Collection Author** – Easily create attractive, penetrating surveys through an interface modeled on Microsoft® PowerPoint.

**PASW® Data Collection Author Professional** – Produce surveys with more complex logic and/or routings, or develop automated market research processes within this complete scripting environment.

## Products for data collection:

**PASW® Data Collection Interviewer Web** – Use this advanced, easy-to-use technology to deploy and manage compelling online surveys.

**PASW® Data Collection Interviewer Phone** – Get full support for computer-assisted telephone interviewing (CATI) for interviewers, supervisors and call-center administrators.

**PASW® Data Collection Dialer** – Automate dialing of respondent telephone numbers with power and predictive dialing for additional productivity gains in the research call center.

**PASW® Data Collection Data Entry** – Enter data from forms or surveys quickly and accurately.

**PASW® Data Collection Interviewer** – Collect survey data interactively using laptops or tablets with or without an Internet connection.

**PASW® Data Collection Remote Administrator** – Automatically track, synchronize, and manage the projects conducted and data collected with PASW Data Collection Interviewer or Data Entry—without any special effort by interviewers.

**PASW® Data Collection Paper** – Quickly create, format, and edit professional-looking paper questionnaires within Microsoft Word.

**PASW® Data Collection Scan** – Automate the process of preparing your paper surveys for scanning in a few easy steps, with no programming required.

## Products for analysis and reporting:

**PASW® Reports for Surveys** – Develop professional, interactive reports easily in an online environment, a desktop environment, or both.

**PASW® Reports Professional for Surveys** – Fully streamline custom report creation and sophisticated data management using a powerful scripting.

## Other valuable resources:

**PASW® Data Collection Developer Library** – Access overviews, white papers, tutorials, design documentation, detailed programming reference materials, working source code, and sample applications at several levels of depth.

*SPSS Inc. products have recently been re-named under the Predictive Analytics Software (PASW) portfolio umbrella. For a complete list of the previous product names and their new counterparts, please visit: [www.spss.com/software/product-name-guide/](http://www.spss.com/software/product-name-guide/)*

# Integrate all your customer information

The openness and flexibility of the PASW Data Collection architecture provides you with a significant advantage over other survey research solutions. Because you can integrate data from a variety of sources, you can combine information about customer attitudes with transactional data about customer behavior, for a unified view of your customers.

You can customize PASW Data Collection, making it easier for you to obtain the kind of results your organization needs. You gain added efficiency through its integration with SPSS Predictive Enterprise Services.

For example, a global shipping company wants to leverage its European call centers to gain better information about customers. To do so, it is using PASW Data Collection to generate “smart surveys” through customer service centers

in several languages. These surveys draw in customer feedback and correlate findings with customer behavior.

With the information gained, the company hopes to more clearly gauge both risks and opportunities associated with potential new customers and business partners.

By using PASW Data Collection in combination with predictive analytics, your company becomes more responsive to changing customer needs and market conditions. In this way, you’ll be better able to attract and retain customers cost effectively, improve their level of satisfaction, and increase the amount of business they do with you—all critical components of revenue growth and increased profitability.

“PASW Data Collection is a valuable resource, as it has enabled our organization to analyze the attitudes of our customers and share that information with product planning managers across continents. With added control over data analysis and survey design, the new version of PASW Data Collection will continue to provide us with a rich platform for developing and deploying customized surveys.”

—Hennes Fischer  
Product Planning Consultant  
Yamaha Motor Europe N.V.



#### About SPSS Inc.

SPSS Inc. (NASDAQ: SPSS) is a leading global provider of predictive analytics software and solutions. The company’s predictive analytics technology improves business processes by giving organizations consistent control over decisions made every day. By incorporating predictive analytics into their daily operations, organizations become Predictive Enterprises—able to direct and automate decisions to meet business goals and achieve measurable competitive advantage.

More than 250,000 public sector, academic, and commercial customers rely on SPSS Inc. technology to help increase revenue, reduce costs, and detect and prevent fraud. Founded in 1968, SPSS Inc. is headquartered in Chicago, Illinois. For additional information, please visit [www.spss.com](http://www.spss.com).

### Guide your business with customer insight

There are many opportunities to incorporate customer insight in all of your organization's operations and, by doing so, make customers a valuable and reusable source of information for guiding business decisions.

- A global marketing organization wanted to increase brand equity. Using PASW Data Collection, it augmented in-person interview sessions with online surveys. Not only were these easy and far less costly to administer, but with a centralized system they also delivered more detailed information. This helped the company more precisely evaluate each brand's position relative to its competitors, and develop strategies to increase market share.
- An international manufacturer wanted to gain market share by improving the competitiveness of its products. Using PASW Data Collection, the company's in-house staff was able to carry out faster, more focused research on customer attitudes and preferences throughout the product development cycle. This resulted in market-driven new products and increased sales.
- A telecommunications provider wanted to increase customer retention. Using PASW Data Collection, the company was able to create a loyalty indicator for their customers and focus their efforts on at-risk customers. This resulted in a dramatic reduction in customer "churn."

### Reach your goals

There's no limit to what you can do with PASW Data Collection. In addition to developing a clearer view of your customers, you can also better understand how employees feel about your company, or how suppliers

or business partners feel about your new products or advertising campaigns; or whether they understand and support your company's business processes. You can share this actionable, in-depth insight with those in your organization who can act on it—which makes your company more agile and competitive.

With PASW Data Collection, you can achieve your business goals using your current business processes and technology infrastructure. PASW Data Collection products are advanced but easy to use. They employ open, standards-based technologies that enable you to pull information from a wide variety of sources and feed results into a variety of systems.

PASW Data Collection gives you full control of the entire research lifecycle—from authoring through collection and on to the analysis and distribution of information.

- Use any interviewing method, alone or in combination, and any language, while maintaining a centralized information hub
- Design vibrant questionnaires and even incorporate multimedia, so that respondents find your surveys easy and enjoyable to complete
- Ensure that your feedback captures your customers accurately—manage complex samples, and create and manage survey quotas to ensure representative results
- View results as they come in, and then analyze the final data, alone or along with behavioral data
- Publish reports quickly and cost effectively, in a visual form that makes it easier for decision makers to interpret and use

## Proven research solutions

PASW Data Collection was designed to be a flexible and open solution. You can use PASW Data Collection as your primary survey research application, as a complement and enhancement to software you already use, or in outsourced projects through SPSS Online Services.

Because it can be easily customized, PASW Data Collection can be used with virtually any input application. For example, PASW Data Collection integrates with customer contact systems, like those supporting your call center; with customer relationship management solutions; with other operational systems; and with your Web site.

Create reports by exporting data in a variety of proprietary or standard formats, including those compatible with Microsoft® Office products. Or perform data analysis seamlessly, using statistical, text mining, and data mining products such as PASW® Statistics,\*\* PASW® Text Analytics for Surveys,\*\* and SPSS Inc.'s industry-leading data mining workbench, PASW® Modeler.\*\*

In addition, through its integration with PASW® Collaboration and Deployment Services\*\*\*, PASW Data Collection enables you to store questions, entire surveys, as well as survey and analysis templates, in a secure, central repository.

*\*\* PASW Statistics, formerly called SPSS® Statistics; PASW Text Analytics for Surveys, formerly called SPSS Text Analysis for Surveys™; and PASW Modeler, formerly called Clementine®, are part of SPSS Inc.'s Predictive Analytics Software portfolio.*

*\*\*\*PASW Collaboration and Deployment Services, formerly called SPSS Predictive Enterprise Services™ is part of SPSS Inc.'s Predictive Analytics Software portfolio.*

The PASW Collaboration and Deployment Services repository offers rich content management features that make it easy to search for particular survey assets. This increases the visibility of and control over your valuable survey assets—saving time and money, improving data consistency across research projects, and increasing your company's operational efficiency.

SPSS Inc.'s PASW Data Collection products have been used, tested, and refined in conjunction with leading companies in a variety of industries. These products serve the needs of large, multinational companies, small- to mid-size businesses, and government and educational institutions around the world. Combining proven technologies with a depth of implementation experience, SPSS Inc. is uniquely suited to supporting your organization in maximizing the value of your survey data.

